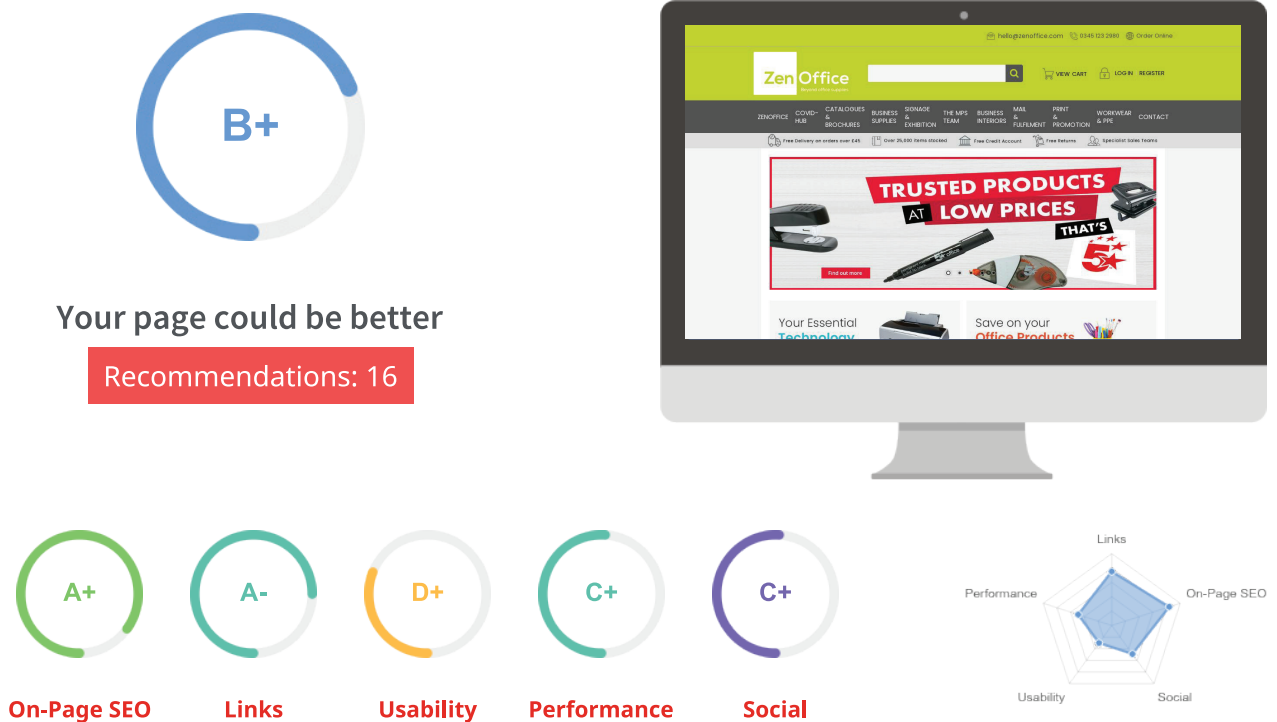


Website Report for www.zenoffice.com

This report grades your website based on the strength of various SEO factors such as On Page Optimization, Off Page Links, Social and more. The overall Grade is on a A+ to F- scale, with most major, industry leading websites in the A range. Improving your grade will generally make your website perform better for users and rank better in search engines. There are recommendations for improving your website at the bottom of the report. Feel free to reach out to us if you'd like us to help with improving your website's SEO!

Audit Results for www.zenoffice.com



Recommendations

Improve site load speed

Performance

Medium Priority

Add Alt attributes to all images

On-Page SEO

Low Priority

Use your main keywords across the important HTML tags

On-Page SEO

Low Priority

Increase page text content	On-Page SEO	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Optimize your images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Remove clear text Email Addresses	Usability	Low Priority
Create and link an associated YouTube channel	Social	Low Priority
Add Twitter Cards	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Improve the size of tap targets	Usability	Low Priority
Improve Google Business Profile Rating & Review Count	Other Improvements	Low Priority

On-Page SEO Results



Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

Title Tag



You have a title tag of optimal length (between 10 and 70 characters).

ZenOffice - Business Solutions

Length : 30

Meta Description Tag



Your page has a meta description of optimal length (between 70 and 160 characters).

ZenOffice is one of the UK's largest independent office suppliers. They offer a wide range of business and office products as well as stationery and supplies.

Length : 158

SERP Snippet Preview



This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

<https://www.zenoffice.com> :
ZenOffice - Business Solutions
ZenOffice is one of the UK's largest independent office suppliers. They offer a wide range of business and office products as well as stationery and ...

Hreflang Usage



Your page is not making use of Hreflang attributes.

Language



Your page is using the lang attribute.

Declared: en-GB

H1 Header Tag Usage



Your page has a H1 Tag.

H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	2	
H3	0	
H4	7	
H5	6	
H6	0	

Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
view	×	×	✓	16	
catalogue	×	×	×	9	
workwear	×	×	✓	8	
shop	×	×	×	7	
from	×	×	×	6	
business	✓	✓	✓	6	
zenoffice	✓	✓	✓	6	
signage	×	×	×	6	

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
shop now	×	×	×	6	
covid 19	×	×	×	4	
brochure view	×	×	×	4	
catalogue view	×	×	×	4	
workwear ppe	×	×	×	4	
cookie policy	×	×	✓	3	
promotional gifts	×	×	×	2	
protective screens brochure	×	×	×	2	

Amount of Content



Your page has a low volume of text content which search engines can interpret as 'thin content'.

Word Count: 455

It has been well researched that higher text content volumes are related to better ranking ability in general.

Image Alt Attributes



You have images on your page that are missing Alt attributes.

We found 36 images on your page and 5 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Canonical Tag



Your page is using the Canonical Tag.

<https://www.zenoffice.com/>

Noindex Tag Test



Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test



Your page is not using the Noindex Header which prevents indexing.

SSL Enabled



Your website has SSL enabled.

HTTPS Redirect



Your page successfully redirects to a HTTPS (SSL secure) version.

Robots.txt



Your website appears to have a robots.txt file.

<http://www.zenoffice.com/robots.txt>

Blocked by Robots.txt



Your page does not appear to be blocked by robots.txt.

XML Sitemaps



Your website appears to have an XML sitemap.

<http://www.zenoffice.com/sitemap.xml>

Analytics



Your page is using an analytics tool.

 Google Analytics

Schema.org Structured Data



You are using Microdata Schema on your page.

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Position	Total Searches	Estimated Traffic	
zen office	 EN	1	590	179	
zen offices	 EN	1	590	179	
zenoffice	 PT	6	2,400	81	
corporatemail	 EN	13	12,100	71	
complete office solution	 EN	6	1,600	54	
zenoffice	 EN	1	170	51	
office suppliers	 EN	55	18,100	38	
office supply	 EN	90	18,100	38	
zen office	 PT	3	390	37	
complete office solutions	 EN	8	1,600	31	

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



1,191
Monthly
Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	7	
Position 2-3	5	
Position 4-10	15	
Position 11-20	30	
Position 21-30	47	
Position 31-100	308	

Links

Number of Backlinks



You have a strong level of backlink activity to this page.

Backlink data provided by [MOZ](#)



714.2k
External
Backlinks



226
Referring
Domains



31
Moz Domain
Authority

Top Backlinks



These are the highest value external pages we have found linking to your site.

Domain Authority	URL
94	directory.mirror.co.uk/search/oldham,lancashire/office-furniture-and-equipment-retail
94	directory.mirror.co.uk/search/bury,lancashire/office-furniture-and-equipment-retail
94	directory.mirror.co.uk/search/ashton-under-lyne,lancashire/office-furniture-and-equipment-retail
94	directory.mirror.co.uk/search/manchester/office-furniture-and-equipment-retail/2
94	directory.mirror.co.uk/company/437982069547008
93	local.standard.co.uk/search/dukinfield,cheshire/office-furniture-and-equipment-retail
93	local.standard.co.uk/search/manchester/office-furniture-and-equipment-retail
93	local.standard.co.uk/search/oldham,lancashire/office-furniture-and-equipment-retail
93	local.standard.co.uk/search/rochdale,lancashire/office-furniture-and-equipment-retail
93	local.standard.co.uk/company/437982069547008

On-Page Link Structure



We found 155 total links. 36% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

Friendly Links



Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

Usability



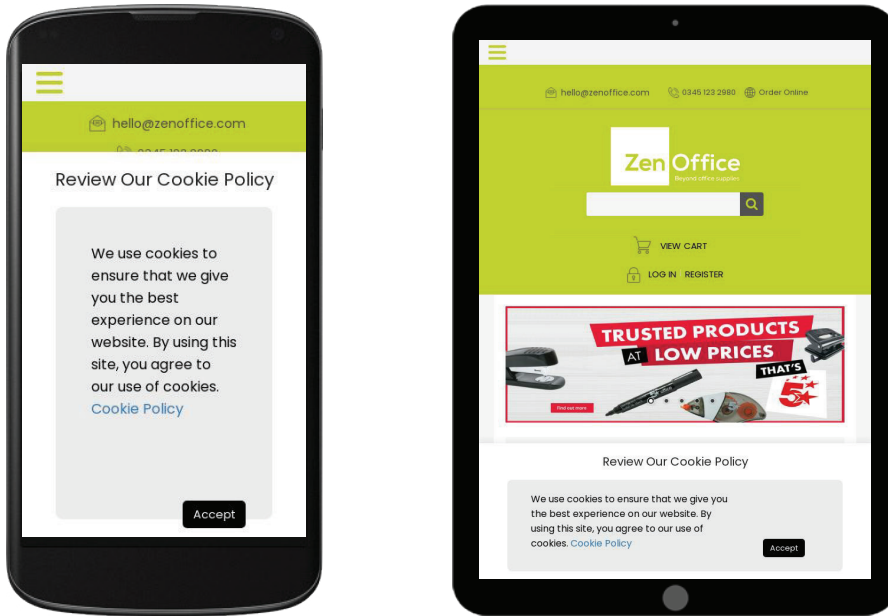
Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

i

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



Google's Core Web Vitals

i

Google is indicating that they do not have 'sufficient real-world speed data for this page' in order to make a Core Web Vitals assessment. This can occur for smaller websites or those that are not crawl-able by Google.

Use of Mobile Viewports



Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Google's PageSpeed Insights - Mobile



Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	3.3 s		
Speed Index	11 s	Serve images in next-gen formats	12.2 s
Largest Contentful Paint	17.1 s	Defer offscreen images	11.01 s
Time to Interactive	22 s	Reduce unused JavaScript	2.85 s
Total Blocking Time	4.29 s	Properly size images	2.55 s
Cumulative Layout Shift	0.46	Eliminate render-blocking resources	1.77 s
		Reduce unused CSS	0.3 s
		Efficiently encode images	0.3 s

Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	0.8 s		
Speed Index	2.4 s	Serve images in next-gen formats	1.7 s
Largest Contentful Paint	3.7 s	Reduce unused JavaScript	0.65 s
Time to Interactive	3.9 s	Eliminate render-blocking resources	0.42 s
Total Blocking Time	0.96 s	Properly size images	0.28 s
Cumulative Layout Shift	1.236		

Flash Used?

No Flash content has been identified on your page.



iFrames Used?

There are no iFrames detected on your page.



Favicon

Your page has specified a favicon.



Email Privacy



Email addresses have been found in plain text.

We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

Legible Font Sizes



The text on your page appears to be legible across devices.

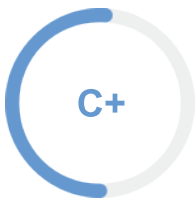
Tap Target Sizing



Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen.

Consider making these tap targets larger to provide a better user experience.

Performance Results



Your performance could be better

Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

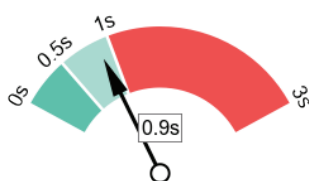
Page Speed Info



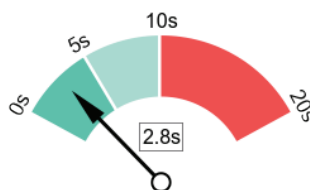
Your page loads slowly.

Page load speed is critical to ensuring good user experience and is becoming a more important ranking factor. Load speed can be impacted by a multitude of factors however and may need technical resources to investigate.

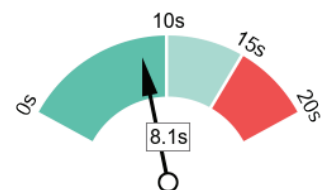
Server Response



All Page Content Loaded



All Page Scripts Complete



Download Page Size

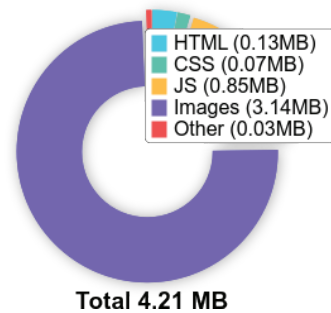


Your page's file size is reasonably low which is good for Page Load Speed and user experience.

Download Page Size



Download Page Size Breakdown

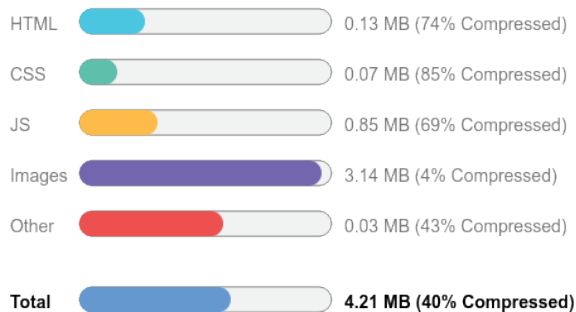


Website Compression (Gzip, Deflate, Brotli)

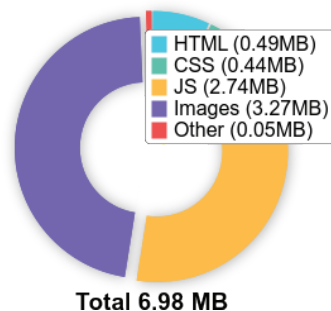
Your website appears to be using a reasonable level of compression.



Compression Rates

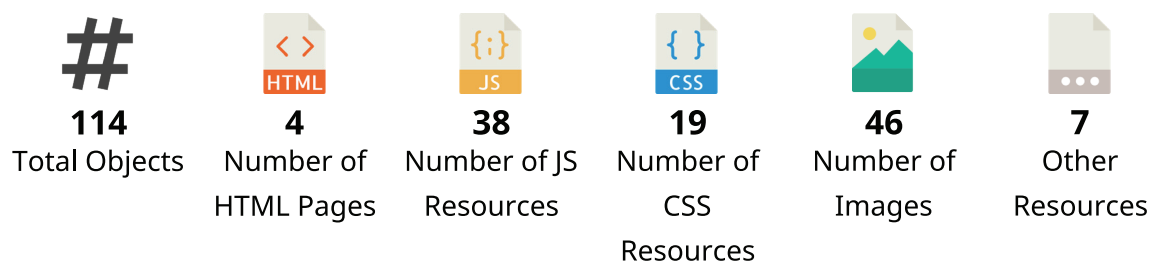


Raw Page Size Breakdown



Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.



Google Accelerated Mobile Pages (AMP)

This page does not appear to have AMP Enabled.



JavaScript Errors

Your page is not reporting any JavaScript errors.



HTTP2 Usage

Your website is using the recommended HTTP/2+ protocol.



Optimize Images

Your page appears to include images which are poorly optimized.



Properly formatting and compressing images can have a significant impact on page load performance.

Minification

All your JavaScript and CSS files appear to be minified.



Deprecated HTML

No deprecated HTML tags have been found within your page.



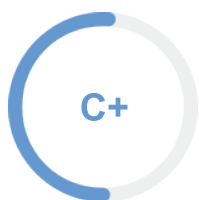
Inline Styles

Your page appears to be using inline styles.



Inline styles are an older coding practice and discouraged in favor of using CSS style sheets, due to their ability to degrade page load performance and unnecessarily complicate HTML Code.

Social Results



Your social could be better

You do not appear to have a strong social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

Facebook Connected

Your page has a link to a Facebook Page.



Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.



Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

Facebook Pixel

We have not detected a Facebook Pixel on your page.



Facebook's Pixel is a useful piece of analytics code that allows you to retarget visitors if you decide to run Facebook Ads in future.

Twitter Connected

Your page has a link to a Twitter profile.



Twitter Activity

You have a strong following on Twitter.



2,343
Followers

Twitter Cards



We have not detected Twitter Cards on your page.

Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.

Instagram Connected



Your page has a link to an Instagram profile.

LinkedIn Connected



Your page has a link to a LinkedIn profile.

YouTube Connected



No associated YouTube channel found linked on your page.

YouTube Activity



No associated YouTube channel found linked on your page.

Local SEO

Address & Phone Shown on Website



Address and phone number visible on the page.

Phone +1 03451232981

Address 0345 123 2980 Order Online LOG IN

Local Business Schema



Local Business Schema identified on the page.

LocalBusiness

Google Business Profile Identified



A Google Business Profile was identified that links to this website.

 ZenOffice

Google Business Profile Completeness



The important business details are present on the Google Business Profile.

Address Gateway Cres, Chadderton OL9 9XB,
United Kingdom

Phone +44 345 123 2980

Site <http://www.zenoffice.com/>

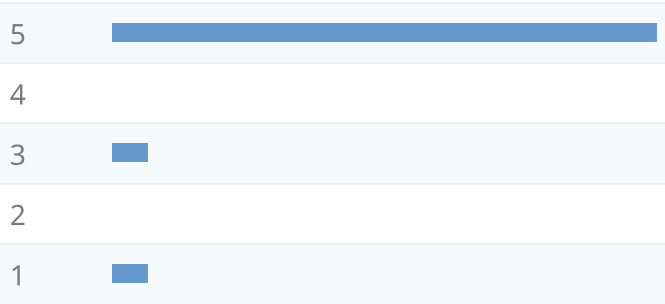
Google Reviews



Your Google Business Profile has a low rating or low number of reviews.

4.6 17 reviews

Rating



Technology Results

Technology List



These software or coding libraries have been identified on your page.

Technology	Version
Apache	
Bootstrap	
Google Analytics	
Google Font API	
jQuery	
jQuery Migrate	
Modernizr	
MySQL	
PHP	7.4.33
reCAPTCHA	
Twitter	
WordPress	

Server IP Address



50.63.141.76

DNS Servers

i

d.gtld-servers.net
i.gtld-servers.net
a.gtld-servers.net
m.gtld-servers.net
e.gtld-servers.net
h.gtld-servers.net
g.gtld-servers.net
j.gtld-servers.net
l.gtld-servers.net
c.gtld-servers.net
k.gtld-servers.net
b.gtld-servers.net
f.gtld-servers.net

Web Server

i

Apache

Charset

i

text/html; charset=UTF-8